

“Great sheep symposium – the best yet”

A great speaker line-up; Leduc location and moving into October –all these likely contributed to a very interesting and well attended symposium. The most important and exciting factor for the organizers was the enthusiasm and positive attitude of the attendees, notably many younger producers. It was good to see so many sheep producers listening intently to the speakers, asking great questions and learning from other producers. The opportunity was taken by many to chat with other producers and equipment suppliers, as well visit the Alberta Lamb Producers and Alberta Agriculture and Rural Development booths. The launch of the Alberta Lamb Producers campaign to expand the sheep industry as well as raise general awareness and pride in the industry was very well received. The video and new promotional materials received many positive comments. Alberta’s Lamb Traceability Pilot Project is the envy of the country and is being monitored closely by several other provinces. The equipment demonstrations and presentations by producers on this pilot created huge interest and positive reaction.

The sheep industry is moving forward - when we all work together, we can achieve great success; the Alberta Sheep Symposium is a great example of industry partnerships achieving results.

Alberta Sheep Breeders Association is proud to take the lead in the Alberta Sheep Symposium.

The ASBA is an organization that promotes the purebred sheep breeders in Alberta and has had a very successful year with hosting the All Canada Sheep Classic Show and Sale in Calgary as well as the Sheep Symposium in Leduc. The sheep industry in Alberta is in a very positive situation at the moment and is generating much interest from producers looking to either expand or to start into the industry. The ASBA is looking to keep the momentum rolling into 2010.

Any purebred producers looking for more information regarding ASBA can call 1-877-96-SHEEP or visit the website at www.albertasheep.ca .

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